

Lawrence, Chris

From: Braun, Mark J
Sent: Friday, 15 June, 2012 11:22
To: Mason, Sally K; Barta, Gary A
Subject: FW: beer sponsorship?

From: True, Douglas K
Sent: Friday, June 15, 2012 10:54 AM
To: Braun, Mark J
Subject: FW: beer sponsorship?

From: Hines, N W
Sent: Friday, June 15, 2012 10:50 AM
To: Baker, Karen Ann K; Baker, Thomas R; Barta, Gary A; Carter, Kimberly J; Cochran, Angela M; Cox, Jeffrey L; Curtis, Mary C; Dodge, Georgina; Eko, Lyombe S; Herman, Ellen; Hollingworth, Liz; Ingram, Beth; Modestou, Jennifer A; Jones, Jennifer; [REDACTED]; Lee, Hosin; Lomax, Michael E; Meisner, Marjorie A; Meyer, Jane C; Mims, Willie F; Murray, Kenyon; O'Deen, Amy; O'Hara, Michael W; Parkin, Gene F; Parker, Rae L; Rocklin, Thomas R; [REDACTED]; True, Douglas K; Weinstein, Stuart; Westefeld, John S; Zaharis, Catherine A
Subject: FW: beer sponsorship?

PCA Colleagues: The stories today on the front pages of the Des Moines Register and Iowa City Press Citizen are generally quite accurate in reporting about Hawkeye Sports Properties (the Athletic Department's sports marketing agent) renewing its contract with Anheuser-Busch under terms that allow AB limited use of the Tigerhawk logo in its point-of-sale marketing. In a separate email I am forwarding you a couple of images that suggest how AB's may use the Tigerhawk in the marketplace, but not in university venues. This type of limited affiliation with a beer company is allowed under NCAA recommendations regarding the commercialization of athletics logos.

I notified the PCA Executive Committee about this development yesterday, and requested their reactions and comments. Unfortunately, by the time I was first informed about it, the contract extension was already a "done deal", so our advisory role in this instance is limited to letting AD Gary Barta and President Sally Mason know what we think about the decision already made. I plan to forward a summary of the Executive Committee's comments to both Gary and Sally, and I will copy all of you on the report I give them. In the meantime, you should feel free to express your personal views about the AB contract extension to them as well.

I think most of you received the message below yesterday from Tom Rocklin, but in case some of you did not see it, I think you will find Rocklin's views on the AB contract of interest and relevant. Bill

From: Rocklin, Thomas R
Sent: Thursday, June 14, 2012 4:50 PM
To: Hollingworth, Liz
Cc: Hines, N W; Barta, Gary A; Carter, Kimberly J; Cochran, Angela M; Cox, Jeffrey L; Dodge, Georgina; Herman, Ellen; Ingram, Beth; Meyer, Jane C; Mims, Willie F; Moorhead, Sue Ann P; O'Deen, Amy; Parkin, Gene F; True, Douglas K; Westefeld, John S; Villhauer, Tanya J; Bender, Kelly S; Hansen, Sarah L; Grady, David L
Subject: Re: beer sponsorship?

Colleagues,

It's important to understand that our effort is an alcohol harm reduction campaign, as opposed, for example, to an abstinence campaign. Over the last few years, we have made substantial progress in reducing the three benchmarks we track: (1) heavy episodic (binge) drinking, (2) average number of drinks per occasions, and (3) 30 day prevalence. We have seen concomitant drops in nearly all of the alcohol-related negative consequences we track.

It's safe to assume that AB expects the Tiger Hawk to increase sales, and there is some risk that some of those increased sales will lead to negative outcomes. My staff and I believe that represents a very small incremental risk to our students. An environment with no alcohol marketing would probably reduce risk, but our students already live in an environment highly saturated with alcohol marketing.

There are, unfortunately, no data to demonstrate what effect, if any, associating the logo with the product will have, so we have to rely on judgment. Our ongoing tracking of our benchmarks will help us, to a certain extent, evaluate that judgment.

Research suggests that the tagline will have little or no effect in reducing alcohol harm. On the other hand, we do believe that the financial support will allow us to more of the kinds of things that have led to improvements over the last few years. Time will tell, but I expect that on balance, our students will be safer.

This is not an easy call, but I can assure you that we put some serious thought into it.

Thank you all for the service you provide as members of the PCA.

Tom

--

Tom Rocklin
Vice President for Student Life
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The Division of Student Life fosters student success by creating and promoting educationally purposeful services and activities within and beyond the classroom.

<http://studentlife.uiowa.edu>

On Jun 14, 2012, at 3:20 PM, Hollingworth, Liz wrote:

I would like to know what Tom Rocklin has to say about it, given that he has devoted the past two years to policies aimed at curbing binge drinking among our students.

On the face of it, pairing the Tiger Hawk with a beer campaign seems to fly in the face of all of the hard work from both his office and the Center for Student Life, but maybe the tagline "Responsibility Matters" is supposed to mediate that?

-Liz

From: Hines, N W

Sent: Thursday, June 14, 2012 3:00 PM

To: Barta, Gary A; Carter, Kimberly J; Cochran, Angela M; Cox, Jeffrey L; Dodge, Georgina; Herman, Ellen; Hollingworth, Liz; Ingram, Beth; Meyer, Jane C; Mims, Willie F; Moorhead, Sue Ann P; O'Deen, Amy; Parkin, Gene F; Rocklin, Thomas

R; True, Douglas K; Westefeld, John S

Subject: FW: beer sponsorship?

Executive Committee Colleagues: I hate to interrupt your summers with troublesome PCA business, but I think I am obligated to do so. Below you will see a message from Gary Barta to Mike O'Hara responding to Mike's inquiry about what was going on with a new Anheiser-Busch deal. I first learned of the matter when Gary and I met about it last Thursday. Gary showed me the mock ups of what was proposed and I advised him that I thought at least the Executive Committee should be consulted, if the Hawkeye Sports Properties was going forward with a new and expanded contract with AB. This is particularly so if the new deal gave AB the right to use the Tiger Hawk logo in its "in-market" advertising. [Think a pyramid of beer cases as you walk into Hy-Vee on game day with a big Tiger Hawk poster urging you that "Responsibility Matters." An interesting kicker in the deal is that AB is offering to support Tom Rockwell's campaign to slow down students' binge drinking to the tune of \$50,000 per year.

Gary is in Canada this week, so I have had difficulty getting the sample materials I needed to explain to you what is proposed. I now have digital versions of the sample materials and I am sending them to you in separate emails. At this point, neither Gary or President Mason is asking for our advice, but I think it is appropriate to at least let you know what is going on and to offer you the chance to express your viewpoint on expanding Iowa's sponsorship relationship with AB.

It is very likely something about this new deal will be in the newspapers tomorrow. A DM Register reporter has been in touch with both Mike O'Hara and Rick Klatt about it, and now he is after me for a comment. Please let me know what you think about the AB matter. Bill

From: Barta, Gary A

Sent: Wednesday, June 13, 2012 9:52 PM

To: O'Hara, Michael W

Cc: Hines, N W; Klatt, Richard T

Subject: Re: beer sponsorship?

Hi Michael.

I'm up in Canada and don't have cell service and very limited email. I'm copying Rick Klatt in my absence.

We have had a longtime relationship with Anheiser Busch....it goes back many years. It has never included in the past...nor does it now...include advertising in Kinnick Stadium or Carver Hawkeye. It allows for radio ads and in market presence (posters, cups, hats, etc.)

The contract was recently up for renewal. We have agreed to renew. We have agreed to a more liberal use of the Tigerhawk logo....but we continue to control any usage and, again...no presence in the stadium or arena.

I hope this helps.

I'll be back in the office next week.

Gary

Sent from my iPad

On Jun 13, 2012, at 7:49 PM, "O'Hara, Michael W" <mike-ohara@uiowa.edu> wrote:

Gary and Bill,

I was contacted by a reporter who said that Hawkeye Sports Properties had entered into an agreement with Anheuser-Busch to advertise at Kinnick and/or CHA. Is this true and if so, it would seem to violate our policy of not advertising/promoting alcohol. Hope to hear from you soon. Thanks

Mike

Michael W. O'Hara
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mike-ohara@uiowa.edu
http://www.psychology.uiowa.edu/people/michael_ohara

Lawrence, Chris

From: O'Hara, Michael W
Sent: Wednesday, 13 June, 2012 19:49
To: Barta, Gary A; Hines, N W
Subject: beer sponsorship?

Gary and Bill,

I was contacted by a reporter who said that Hawkeye Sports Properties had entered into an agreement with Anheuser-Busch to advertise at Kinnick and/or CHA. Is this true and if so, it would seem to violate our policy of not advertising/promoting alcohol. Hope to hear from you soon. Thanks

Mike

Michael W. O'Hara
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http://www.psychology.uiowa.edu/people/michael_ohara

Lawrence, Chris

From: Hines, N W
Sent: Thursday, 14 June, 2012 15:03
To: Barta, Gary A; Carter, Kimberly J; Cochran, Angela M; Cox, Jeffrey L; Dodge, Georgina; Herman, Ellen; Hollingworth, Liz; Ingram, Beth; Meyer, Jane C; Mims, Willie F; Moorhead, Sue Ann P; O'Deen, Amy; Parkin, Gene F; Rocklin, Thomas R; True, Douglas K; Westefeld, John S
Subject: FW: Scanned documents you requested
Attachments: Hat.pdf; Pennant.pdf; Mirror.pdf

Here are samples of what AB proposes to do with the Tiger Hawk in its "in-market" advertising. Bill

From: Meisner, Marjorie A
Sent: Wednesday, June 13, 2012 10:01 AM
To: Hines, N W
Cc: Ath_AD_Stud; Parker, Rae L
Subject: Scanned documents you requested

Bill,

Rick Klatt sent me the attached documents for you to review. Please let me know if need anything else.

Marj

From: Klatt, Richard T
Sent: Wednesday, June 13, 2012 8:12 AM
To: Meisner, Marjorie A
Subject: FW: Mirror, Pennant and Hat

For you, for Bill Hines.

Marj: This should not be complicated, assuming Gary is willing to share with the PCA Executive Committee enough of the material he has regarding AE's use of the Tiger Hawk in its promotions for Committee members to get a good idea about the proposal. Two or three pages scanned so they can be transmitted digitally should suffice. I am only in town for two more weeks and would like to get this matter taken care of while I am here. Thanks. Bill

From: Meisner, Marjorie A
Sent: Tuesday, June 12, 2012 8:46 AM
To: Hines, N W
Subject: RE: Scanned documents from Gary

Bill,

I just wanted to let you know that I am working on this. Gary and Rae are both gone this week, and I have touched base with Gary about your email, though he didn't indicate how we are going to resolve the matter, but will review with him today as well when we correspond.

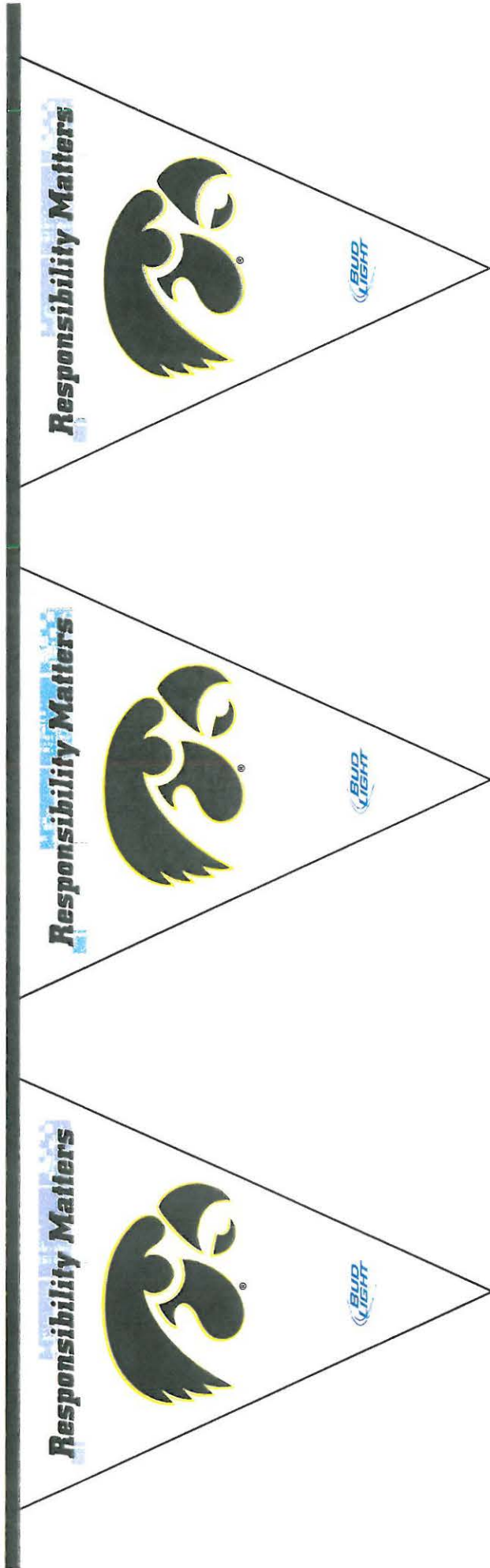
Thanks

Marj

From: Hines, N W
Sent: Monday, June 11, 2012 3:41 PM
To: Meisner, Marjorie A
Subject: Scanned documents from Gary

Marj: Please remind Gary for me that he was going to send me some scanned documents relating to the proposed expansion of Iowa Athletics sponsorship by Anheuser Busch. Thanks. Bill







Responsibility Matters

